

## ORDER



KSNV

**Orders**  
**Order / Rev:** 107102  
**Alt Order #:** 06858425  
**Product Desc:** PAT MAJORITY USA  
**Estimate:** 1884  
**Flight Dates:** 09/27/12 - 10/03/12  
**Original Date / Rev:** 09/26/12 / 10/09/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Waterfront Strategies  
**Buying Contact:**  
**Billing Contact:**  
 1010 Wisconsin Ave. NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Patriot Majority  
**Demographic:** A35+  
**Product Codes:** PLI1  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	23	\$42,050.00	\$35,742.50
10/01/12	10/03/12	39	\$44,550.00	\$37,867.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$42,050.00	\$35,742.50	0.00
October 2012	39	\$44,550.00	\$37,867.50	0.00
<b>Totals</b>	<b>62</b>	<b>\$86,600.00</b>	<b>\$73,610.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

## Order Share

Order Share	Share	Total
KSNV	28%	\$86,600.00
Market	100%	\$309,285.71

## Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$71,135.71
KLVB	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$74,228.57
KTUD	0%	\$0.00
KVVU	20%	\$61,857.14
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$15,464.29

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/27/12	10/03/12	Wake Up Early w/ Wagners	CM	430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>						

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/27/12	10/03/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	3	\$200.00	1	0.00	NM	3	\$600.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWT--S			3		\$200.00		0.00				
E 2	KSNV	09/27/12	10/03/12	The Doctors The Doctors	CM	2pm-3pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--			3		\$325.00		0.00				
E 3	KSNV	09/27/12	10/03/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--			3		\$325.00		0.00				
E 4	KSNV	09/27/12	10/03/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--			3		\$500.00		0.00				
E 5	KSNV	09/29/12	09/29/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$525.00	1	0.00	NM	1	\$525.00
JEOPARDY/WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			1		\$525.00		0.00				
E 6	KSNV	09/27/12	10/03/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--			3		\$600.00		0.00				
E 7	KSNV	09/27/12	10/03/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	3	\$600.00	1	0.00	NM	3	\$1,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--			3		\$600.00		0.00				
E 8	KSNV	09/29/12	09/29/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			1		\$675.00		0.00				
E 9	KSNV	09/29/12	09/30/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----SS	:30	1	\$750.00	1	0.00	NM	0	\$0.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----SS			1		\$750.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	KSNV	09/24/12-09/30/12		News 3 Today Wknd		9a-930am	-----SaSu	:30	<del>(\$750.00)</del>	0.00	NM				
Credited															
[credit - mg on est 1966]															
E 10	KSNV	09/27/12	10/03/12	The Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$750.00	1	0.00	NM	3	\$2,250.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--			3		\$750.00		0.00				
E 11	KSNV	09/27/12	10/03/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/27/12	10/03/12	MTWTF--			2		\$900.00		0.00				
E 13	KSNV	09/29/12	09/29/12	SIGN ON-SIGN OFF ROS	CM	5a-459a (5:00 AM-6:00 AM)	-----S-	:30	1	\$900.00	1	0.00	NM	1	\$900.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$900.00		0.00			
E 14	KSNV	09/27/12	10/03/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					2	\$900.00		0.00			
E 15	KSNV	09/27/12	10/03/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners		6-7a	MTWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					4	\$1,000.00		0.00			
E 16	KSNV	09/30/12	09/30/12	LAW & ORDER (synd) PGM Law & Order (synd) PRIME		M-SA 8-11p / SUN	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$1,200.00		0.00			
E 17	KSNV	09/27/12	10/03/12	M-F News 3 at Eleven CM M-F News 3 at Eleven		11pm-1135pm	MTWTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					3	\$1,400.00		0.00			
E 18	KSNV	09/29/12	09/29/12	Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven		11pm-1135pm	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$1,400.00		0.00			
E 19	KSNV	09/27/12	10/03/12	M-F Jeop/Wheel CM M-F Jeopardy/Wheel of Fortune		630-730pm	MTWTF--	:30	5	\$1,700.00	1	0.00	NM	5	\$8,500.00
JEOPARDY/WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					5	\$1,700.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	KSNV	09/27/12-10/03/12		M-F Jeop/Wheel		630-730pm	MTWThF----	:30		<del>(\$1,700.00)</del>		0.00	NM		
See MG 19.6															
[PGM CHG= JEOPARDY OR WHEEL IN PRIME]															
6	KSNV	10/03/12-10/03/12		SIGN ON-SIGN OFF		5a-459a	(9:30 PM-10:30 PM) - W-----	:30		\$1,700.00		0.00	NM		
Ⓜ MG for 19.3 10/03															
[INV CODE]															
E 20	KSNV	09/27/12	10/03/12	M-F Early News CM M-F Early News		5-630p	MTWTF--	:30	8	\$1,800.00	1	0.00	NM	8	\$14,400.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					8	\$1,800.00		0.00			
E 21	KSNV	09/27/12	10/03/12	Today Show CM Today Show		658a-9am	MTWTF--	:30	8	\$1,900.00	1	0.00	NM	8	\$15,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/27/12	10/03/12	MTWTF--					8	\$1,900.00		0.00			
E 22	KSNV	09/28/12	09/28/12	Fri PR 9-10p CM Friday Prime 9-10pm		9-10pm	----F--	:30	1	\$2,600.00	1	0.00	NM	0	\$0.00
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/24/12-09/30/12		Fri PR 9-10p		9-10pm	-----F----	:30		<del>(\$2,600.00)</del>		0.00	NM		
Credited															
[credit - mg on est 1966]															
E 23	KSNV	09/27/12	09/27/12	Thurs PR 10-11p CM Thursday Prime 10-11pm		10-11pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00

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Advertiser: Patriot Majority  
 Product Desc: PAT MAJORITY USA  
 Estimate: 1884

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
ROCK CENTER WITH BRIAN WILLIAMS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---			1			\$3,200.00		0.00			
E 24	KSNV	10/03/12	10/03/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$4,000.00	1	0.00	NM	0	\$0.00
				Wednesday Prime 9-10pm											
LAW AND ORDER SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----			1			\$4,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	10/01/12-10/07/12		Wed PR 9-10p			9-10pm	--W-----	:30	<del>(\$4,000.00)</del>		0.00	NM		
Credited [credit - mg on est 1966]															
E 25	KSNV	10/01/12	10/01/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Monday Prime 8-10pm											
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----			1			\$4,000.00		0.00			
E 26	KSNV	09/30/12	09/30/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$14,000.00	1	0.00	NM	1	\$14,000.00
				NFL Football											
SUN NT FB: SD @ N ORLEANS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S			1			\$14,000.00		0.00			
N 27	KSNV	10/01/12	10/03/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTW----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				4PM NEWS (1 hour)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	MTW----			1			\$900.00		0.00			
													Totals	62	\$86,600.00